GOVERNMENT OF INDIA
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
LOK SABHA

UNSTARRED QUESTION NO:5240
ANSWERED ON:14.05.2007
ASSISTANCE FOR CREATING CONSUMER AWARENESS
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Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

(a) whether the Planning Commission has offered any assistance for creating awareness about the consumer rights;

(b) if so, the details thereof;

(c) the present status thereof, Statewise; and

(d) the response received to the consumer awareness programmes in rural and urban areas separately?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND THE MINISTER OF STATE IN THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (SHRI TASLIMUDDIN)

(a) & (b): Planning Commission had provided budgetary allocation of Rs. 69.40 crores to the Department of Consumer Affairs during the year 2006-07 for creating consumer awareness. Multi media campaign (Print/ Electronic/ Outdoor) was launched to convey messages on consumer protection and welfare. Details of activities are at Annexure-I.

(c): The campaign covered the entire country including North Eastern States. Special assistance of Rs. 10 crores was provided to the States/ UTs to undertake consumer awareness activities at the grass root level. Details at Annexure-II.

(d): To assess the impact of the campaign the Indian Institute of Mass Communications was commissioned to conduct a sample survey in some States. As per the survey report 62.56% of respondents from both urban and rural areas were found to be aware of the campaign.

ANNEXURE-I

STATEMENT REFERRED TO IN REPLY TO PARTS (a) & (b) OF LOK SABHA UNSTARRED QUESTION NO. 5240 FOR 14/05/2007 REGARDING ASSISTANCE FOR CREATING CONSUMER AWARENESS

PUBLICITY ACTIVITIES UNDERTAKEN

The Department has taken-up an intensive multi-media campaign in consumer awareness and redressal. The campaign, inter-alia, has the following components:

(i) Print Advertisements appearing regularly in National dailies/ regional newspapers in local languages.

(ii) Telecast of Video Spots on various consumer related issues such as Short Measurement of petrol, Consumer Grievance Redressal system, ISI and Hall Mark, MRP, through Doordarshan and Satellite channels.

(iii) Distribution of MEGHDOOT POSTCARDS in collaboration with Department of Post.

(iv) Distribution of printed Literature conveying the salient features of Consumer Protection Act 1986, Consumer Resource kit as well pocket calendars and posters during events such as Trade Fairs, Nukkad Nataks and also through the State Governments at grass root level.

(v) Organizing Song & Drama events in collaboration with Song & Drama division of Ministry of Information and Broadcasting to create awareness at grass root level.

(vi) A youth festival was organized during November 2006, wherein various colleges presented Nukkad nataks on consumer related

themes.

2. A special Scheme of assistance to State Government/ UT to undertake consumer awareness activities has been launched in 2006. An amount of Rs. 10 crores was released to State Governments/UTs in 2006-07.

3. A National Help Line has been launched through a Toll Free Number which is being operated by Delhi University, for counselling Consumers on grievance redressal.

4 . "Consumer on Line Resources and Empowerment (CORE) Centre" has been launched, which is a web based initiative on consumer advocacy and redressal of consumer grievances.

5. A special focus has been placed on the North Eastern Region, particularly through musical events.